

ABSTRACT

This research aims to analyze the influence of Marketing Experience, Emotional Branding and Brand Trust toward the Brand Loyalty (A Study on ASUS Smartphone's Customers Student In University Of Muhammadiyah Yogyakarta). The object of this research was the customers of ASUS Smartphone, while the subject of the research was the student use the ASUS Smartphone in University Of Muhammadiyah Yogyakarta. The sample collecting was done by using convenience sampling technique. The data analysis was done by using the multiple linear regression analysis. Before the data analysis, there was an instrument quality test including the validity test and reliability test.

The result of the analysis showed that the marketing experience, emotional branding and brand trust are simultaneously gave significant influence toward the brand loyalty of ASUS Smartphone. The marketing experience has positive and significant influence toward the brand loyalty of ASUS Smartphone. The emotional branding has positive and significant influence toward the brand loyalty of ASUS Smartphone. The brand trust has positive and significant influence toward the brand loyalty of ASUS Smartphone.

Key Words: Marketing Experience, Emotional Branding, Brand Trust, Brand Loyalty